



Graphic Style Guide

Missouri Division of Workforce Development



MISSOURI JOB CENTER (MJC) & JOBS.MO.GOV (JMG)

Consistent messaging and integrated Missouri workforce system marketing is vital to attracting and maintaining business and job seeking customers. Marketing workforce services is a multi-faceted activity, as it originates from various sources within our system. Under the Workforce Innovation and Opportunity Act of 2014 (WIOA), all entities providing services to our common target customers are partners in the American Job Center Network®. Our marketing objective with customers is to build an identity around system branding.

Within Missouri, the online labor exchange job matching system is branded as MoJobs. Physical locations are branded as Missouri Job Centers, proud partners of the American Job Center Network®. It is critical for all partners in our Missouri workforce system to create and maintain a cohesive, consistent look and feel in all marketing, including the use of approved logos.

This document acts as guidance for Missouri workforce system partners to reference when creating print and electronic materials, and web pages. Information contained in this document was developed by Missouri Division of Workforce Development (DWD) Communications staff, as requested by the DWD Director and Training and Employment Administrators of Missouri (TEAM). Questions regarding the content of this document can be submitted to dwdcommunications@ded.mo.gov.

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DISPLAY FONTS & COLORS

Campaign Fonts

Opificio Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AMERICAN JOB CENTER FONTS

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

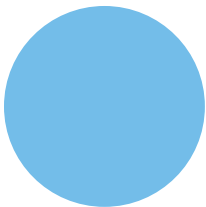
Frutiger Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

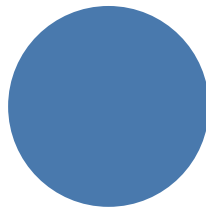
Please contact DWD Comms if you do not have these fonts. We will provide them upon request.

dwdcommunications@ded.mo.gov

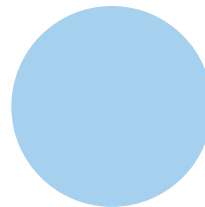
Campaign Colors



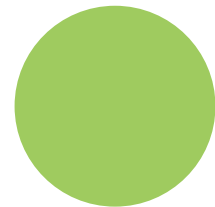
117R 191G 234B
50C 10M 0Y 0K
#75bfea



73R 122G 173B
76C 48M 11Y 0K
#497aad

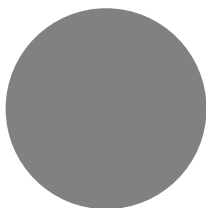


168R 209G 239B
32C 7M 0Y 0K
#a8d1ef

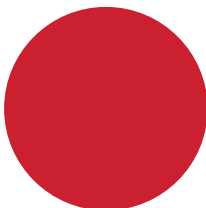


161R 201G 97B
41C 3M 81Y 0K
#a1c961

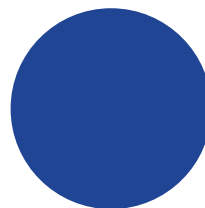
American Job Center Campaign Colors



128R 129G 132B
52C 43M 41Y 7K
#808184



201R 32G 46B
14C 100M 91Y 4K
#cb202e



32R 68G 147B
99C 86M 8Y 0K
#204493

LOGO TYPE TREATMENT

The standard Missouri Job Center (MJC) logo presented in this guide is representative of the statewide workforce system at large. Workforce locations (city, region, area) and local board designations (as seen in this guide) are the only acceptable modifications to this logo. Any modifications will be treated on a case by case basis the DWD Communications team.



Standard MJC



City/Area



WIB Specific



Standard JMG

ACCEPTABLE LOGO USAGE - MJC

MAIN LOGO



Full color logo:

For use on white or light backgrounds.

The Missouri Job Center logo represents the numerous physical “One-Stop” locations statewide and the workforce system as a whole. To maintain continuity throughout the Missouri workforce system, the jobs.mo.gov logo and Missouri Job Center logo should be presented together on all print and electronic materials.

Logo types available for print, electronic and web use include:

- .EPS
- .JPG
- .PNG
- .TIF



Knock-out white logo:

For use on black or dark backgrounds.



Knock-out logo:

For use on light solid backgrounds.



Knock-out white logo:

For use on black or dark backgrounds.



Grey alternative logo:

ACCEPTABLE LOGO USAGE - JMG

MAIN LOGO



Full color logo:

For use on white or light backgrounds.



Knock-out white logo:

For use on black or dark backgrounds.



Knock-out logo:

For use on light solid backgrounds.



Knock-out white logo:

For use on black or dark backgrounds.



Grey alternative logo:

The jobs.mo.gov logo represents the Missouri Workforce Development portal page, which provides virtual access to products and services including the labor exchange job matching system.

Logo types available for print, electronic and web use include:

- .EPS
- .JPG
- .PNG
- .TIF

The logos in this guide are to replace all previous imagery representing the jobs.mo.gov website, the Missouri workforce system, and the Missouri Job (Career) Centers statewide. All partners must utilize only these approved logos to represent the website, system, and centers. Any entity not directly representing the WIOA partners, Missouri workforce development system, job centers, or jobs.mo.gov website is not at liberty to utilize these logos in print or online.

Email your request for the jobs.mo.gov and Missouri Job Center logos to dwdcommunications@ded.mo.gov.

DWD Communications staff are available to assist with development and review of print and online materials.

UNACCEPTABLE LOGO MODIFICATIONS

Logo sizing requirements contained in this guide are to be followed for print, web, email, CIC, TV, ect. usage. These standards are applicable for both the Missouri Job Center Logo and the Jobs.Mo.Gov Logo.

Logo files must not be modified in any aspect, including, but not limited to:

- Changing color or transparency
- Cropping or removing aspects of the logo
- Resizing, stretching or compressing to distort the logo
- Cropping or downsizing the logo from established minimum size
- Do not change any of the logo fonts
- Do not reconfigure logo or icons
- Do not add effects or gradients
- Do not use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person, or in connection with content that disparages us or sullies our reputation

Examples of Unacceptable Modifications



To request a specific file type not addressed in this guide, please email dwdcommunications@ded.mo.gov with your request.

LOGO SIZES

Minimum Size Requirements



2 inch (print)
144 pixels (digital)



2 inch (print)
144 pixels (digital)

Logo Clear Space



Logo requires 1p2 or 0.2 inches of clear space on all sides



Logo requires 1p2 or 0.2 inches of clear space on all sides

ACCEPTABLE LOGO USAGE- City/Area Specific

City/Area Specific



Logo requires 1p2 or 0.2 inches of clear space on all sides



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ACCEPTABLE LOGO USAGE- City/Area Specific



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ACCEPTABLE LOGO USAGE- City/Area Specific



ACCEPTABLE LOGO USAGE- City/Area Specific



EO TAGLINES

The EO tag lines provided in this guide must be used on all printed and publicly available materials.

Additional Information text is suggested to provide contact information on materials reaching customers in more than one region or area.

Additional Information

For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at jobs.mo.gov or 1-888-728-JOBS (5627).

Equal Opportunity Tagline

Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

EO Taglines Formatting Examples

1



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2

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FLYERS & HANDOUTS

General Information

All flyers and / or any handouts must have our logos and EO statement.

Clearly state all information-

- Company or Event name
- Description of event or positions available
- Date
- Time
- Location
- Contact or Registration Information

For flyers templates, visit jobs.mo.gov/dwdcomms. There is a section for Employer Outreach and Event, Seeker Job Events flyer templates. The templates are created in PowerPoint and are fully editable by job center staff.

It is critical to include all pertinent information on the flyer. Be sure to include addresses, phone numbers, and contact information. People new to the area may not know where you are located, or who to ask for if there are questions.

DWD Comms staff can help you if you have a special event and need assistance with a flyer or other marketing materials. Email dwdcommunications@ded.mo.gov for help

Finally,

Remember to include Logos and EO tagline on any printed flyers or handouts.



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SOCIAL MEDIA

General Information

The Department of Economic Development policy prohibits DWD employees from posting on their personal online sites information or communications that could be attributed to the department or appear to be endorsed by or to have originated from the department. That does not mean staff cannot follow, like, or share something posted by the Department/Division or a Job Center on their personal account. They must not originate a post from their personal account or make opinion comments that would give the perception they are speaking on behalf of the agency. While this only applies to DWD staff, we encourage partner agencies to adopt similar policies.

For any pages that have been set up by DWD Comms, we reserve the right to delete offensive or off-topic content. Comments posted by fans do not represent the opinions of Missouri's Department of Economic Development or the Missouri Workforce/Job Center System. Also the Facebook group admin(s) (determined by the center) is entitled to delete any comment they deem offensive or derogatory.

Think before you post! This is social media – what goes up can never really come down.

Ensure you are creating and sharing valuable content on a regular basis. Pose questions to the group, offer your expertise, and facilitate discussions. Make sure you are sharing a variety of content including video, images, articles, and influencer posts to keep your group members engaged.

Respond quickly to any questions or comments posted in the group to build trust and prove value to customers.

Great Things to Post:

- Local hiring events – as a post or create an event
- Articles on job hunting, resumes, workshops for seekers
- Articles for employers on hiring candidates
- Anything you would post on your CIC or as a flyer in your Center is perfectly fine to post on Facebook

Sending us comments and questions are encouraged, and we appreciate your feedback.

CIC SYSTEM SHORT GUIDE

Create your image

Your image for the CIC needs to be
1920 pixels wide X 1080 pixels tall or 6.4 inches wide x 3.6 inches tall
Your image needs to be in RGB color format.

Then save the image as a .jpg (preferably) or a .png
If you have a resolution setting - set it on high.

Login to Appspace

(Login address) 10.224.4.27/app/login.aspx

Upload Image(s)

Go to Library and click on the blue library button. Then select the Comms - CIC upload folder. Next Click the + (plus/add) button, that brings up the upload screen. once that is open click select files. Once you have clicked select files an upload media screen opens. Here you can select the image/file you would like to upload.

Designate site CIC

Go to the upper right corner and click the person button. When the drop down appears. Go to My Location: AppSpace and click Change. After you change My Location: AppSpace, a box will appear. Here you can change which CIC you are updating. These are listed by site. Click your desired site, then you will be able to edit what you see on your CIC display.

Site CIC sign/templates

Once you are in the Signs, you need to be in Variety of CIC Templates. You may see others listed, however those are items that have been added by mistake by various locations. You **ALWAYS** work in the Variety of CIC Templates. Once you are in the Variety of CIC Templates in the selected sign you want to add images to. Click on the edit button to open the Variety of CIC Templates. This is where all the slides (images) are loaded. Once you have clicked on edit, this is the screen that contains all loaded slides. Here you can add new slides or delete old ones.

CIC SYSTEM SHORT GUIDE

Add Slide(s)

Click the + (plus/add) button, once you have done that. The create a new layout screen will appear. Then name your slide. Next ***Click the page refresh button*** Once you have done that your blank slide will appear. Once you have refreshed your page and the slide has appeared, it will show in the left side panel at the very bottom. Once you have your slide added you can add content. Highlight and double click your selected slide. This will allow you to add a widget.

Add Widget

Once you have double clicked your selected slide, a screen will appear. Next click add widget. Once you have clicked add widget, another screen appears. Then scroll down to media zone, click add widget. After you have clicked add widget, a confirmation screen appears. Click the OK button. Once you have clicked the OK button, you go back to the media screen. On the right side panel under widgets. Media Zone should be added.

Add Media

Now you should have your Media Zone widget added. You can now add your desired media to the CIC. After you have clicked add media, the add media screen appears. The screen will bring up the library where you loaded your image(s). Click the box for the image you would like to display. After you have your image selected, click the apply button. Once your image has selected and you have clicked the apply button you can then click the Save button. With your image being added and saved, the screen will show your added image. Also note in the right panel under widgets, it now shows Media Zone and Sideshow. These are the two items you just added.

You may now close out of this screen.

